



Prom Dresses for All

Embracing the Pre-loved



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transforming lives**

Back to the start

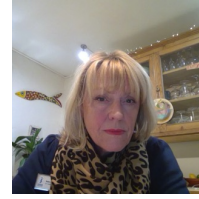
- Donation of dresses
- Everyone should feel fabulous on their prom night
- Reduce, Repair, Reuse, Recycle



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Back to the Start

- Fair to say we weren't looking for a project but rather this project found us.
- We received a large donation (nine banana boxes) of prom dresses from a local charity when it closed down.
- Had to decide what to do - too good for charity or 'Am Dram'.
- Decided to offer free loan to pupils from lower income families to enable them to wear a dress they loved regardless of their financial circumstances.
- Not only would they feel fabulous at their prom making it a better prom now but in our small way we are making for a better planet in the future too.
- This project fits four of the five Programme Focus themes; as I'll go on to explain.



Making it work

- Club funds used to boost size range
- Contacted local school
- Group to gauge response
- Pop up shop



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Making it Work

- When we sorted the nine banana boxes we had not 108 dresses as believed but 222.
- Mostly smaller sizes - to make project work we needed a full range of sizes.
- Club agreed £200 spend to supplement /complement.
- Charity shops - local independent shop - bargain knock down price of £5 each - couple of dozen.
- Collective noun - supplemented shimmer
- Visited school, Staff excited
- Arranged focus group - half a dozen nervous, excited school girls to check our wares.
- Set up pop-up shop, open to all.
- Members shop owners - rails, hangers, mirrors, size dividers.
- Buzzy afternoon in the shop.
- Alterations done by a member.
- 17 loaned - more than 10% of year group.

Impact

- Reduce, Repair, Reuse, Recycle
- Reduces manufacturing resources
- Delays passage to landfill of existing dresses
- Reducing financial pressure on families
- Ensuring Equality
- Enabling all pupils to attend regardless of circumstances



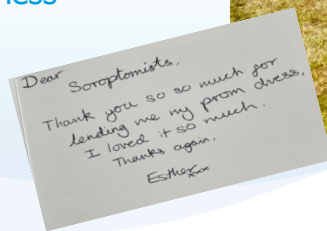
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Impact

- Four of five Programme Focus themes and our SDG's.
- **People** - Project promotes social inclusion particularly in those difficult angst ridden teenage years.
- **Planet** - Reduce, Reuse, Repair, Recycle is a familiar mantra to us all. Our project promotes responsible consumption by using pre-loved garments otherwise destined for landfill.
 - Textiles and clothing manufacture results in excessive consumption of fossil fuels and causes inordinate levels of water pollution; reusing pre-loved garments goes in some way to reducing these outcomes.
- **Prosperity** - fewer garments will be made, reducing the over utilisation of energy.
 - Reducing inequalities that would otherwise be brought about by families' financial constraints.
- **Partnerships** - acting in partnership as we did with our local school, charities and business we worked towards our goals.

The Happy Ending

- Positive Feedback
- Talks ongoing for future proms
- Lessons learned
- Raising awareness



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The Happy Ending

- I spoke with our cluster clubs on the whys and wherefores of running the project.
- Received positive feedback from 2 clubs who went on to run similar successful projects.
- The physical act of setting up the pop-up shop in school prompted discussion and questions from staff and pupils in a fun and relaxed atmosphere.
- This is Esther, she had already been bought a dress but she came along in order to encourage a friend to come too. She saw this dress and loved it so much that she ended up borrowing it.
- Sustainability and embracing the pre-loved dress was every bit as much a selling point to the pupils as the financial aspect.
- We want to do this again and are already in discussions with our local Sixth Form College.
- We've learned some lessons too -
 - There's a huge appetite for reusable fashion
 - We started without defined goals and now at this end it makes measuring tangible outcomes difficult. When we do it again we'll use this learning to inform our next approach.
 - And on a positive note, we have had school staff and Esther's mum expressing interest in joining our club and who knows maybe in the future the girls will too.